



Live Chat^{MR}

Real-time exploration of spontaneous and instant reactions.



About Live Chat^{MR}

This tool enables researchers to understand and explore instant reactions and feedback in an engaging, dynamic group environment.

How It Works

Researchers and stakeholders alike can be included within live chat focus groups through the three available admin roles. Moderators interact directly with participants while stakeholders are able to watch and discuss the session from a virtual observation room. Hosts liaise between moderators and observing stakeholders to actively facilitate engagement.

“Our clients love the viewing area and are delighted with the depth and volume of insight.”

Account Group Manager, Swift Research

Small or large groups can take part in each session, guided by up to two moderators and an unlimited number of observers. Before the focus group begins, moderators can upload topic guides, stimuli, and poll questions to encourage discussion. Stimuli can be re-used to support both moderator and participant led conversations.

Capturing initial responses and the effect of group dynamics is vital to a successful focus group. To facilitate this, Live ChatMR supports audio, video and image stimuli as well as custom smartboards.

Smartboards allow participants to mark stimuli with sentiment tagged comments directly. Contributions can be hidden from other participants or shared to stimulate debate.

Key Benefits & Advantages

The online nature of Live ChatMR removes the limitations that often hinder face-to-face groups. Better audience representation can be achieved due to the lack of geographic restrictions and a greater variety of participants are willing to take part due to the convenience and anonymity the methodology offers. This leads to more relevant and diverse opinions that accurately inform decisions.

The host's role integrates stakeholders directly into research, providing the opportunity to make agile changes without interrupting the flow of conversation. This powerful feature puts customers at the heart of the decision-making process and offers stakeholders the opportunity to experience honest feedback firsthand.

After a focus group has concluded, transcripts are immediately available to download, meaning that quality analysis can be carried out at speed.

In addition, participants can be invited to follow-up focus groups or research tasks to explore further discussion points that were raised from the initial Live ChatMR session.

Noteworthy Use Cases

Example uses of Live ChatMR include:

- Advert Testing: showcasing adverts prior to release enables research teams to better understand impact and effectiveness.
- Innovation Workshops: group collaboration on brand perception, products and customer needs can provide the inspiration for new developments.

Want to find out how our enterprise-grade research platform and flexible services could help your organisation make informed decisions at speed? Call our friendly team on +44 (0)15395 65455 or send an email to enquiry@flexmr.net for more information.

